

MT DLI JSD Missoula JSC
Type your return address here

May 8, 2001

[Click **here** and type recipient's address]

Dear [Click **here** and type recipient's name],

I am interested in joining the media staff of Yunge & Olde Associates. My interest in this area developed from my summer jobs and my academic studies in communication at the University of Florida. The media role in an advertising agency is critical to its success and I can offer several qualities that would make me an asset to you.

A media planner must be a good researcher and work well under deadlines. In my summer jobs I have proven both characteristics. For example, last year I researched potential end users for a newly developed widget. I uncovered an entire market segment that had not been previously considered. More recently, I was able to meet or beat all deadlines for mutual fund status reports.

I have been selective in identifying advertising agencies to contact. I am attracted to Yunge & Olde for two reasons. First, I was impressed by a story in Advertising Weekly that described how your agency attracted the Robber Robot account, which had been with a much larger agency. Second, the fact that your employees can progress from media to account work fits my career plans exactly.

My resume is enclosed. I will be in Miami from February 10-20 and I am eager to meet with you in person. Next week I will call you to see if we can arrange a meeting at that time.

Sincerely,

MT DLI JSD Missoula JSC

Enclosure